AMENDMENTS TO THE CLAIMS

1. (Currently amended) A liquid crystal display device ~~wherein the image signal to be displayed is written into a liquid crystal display panel while a backlight is activated intermittently within one frame period~~, comprising:

a section ~~for detecting~~ that detects a ~~type of content~~ genre of an image to be displayed on ~~the~~ a liquid crystal display panel, based on information other than the image signal to be displayed, the genre being based on a classification defined in electronic program information;

a section that stores a plurality of predetermined illumination durations which respectively correspond to possible genres of an image; and

a section ~~for~~ that variably ~~controlling~~ controls the illumination duration of ~~the~~ a backlight based on the detected ~~type of the content~~ genre of the image according to the stored illumination duration which corresponds to the detected genre of the image,

wherein the image signal to be displayed is written into the liquid crystal display panel while the backlight is activated intermittently within one frame period.

2. (Previously presented) The liquid crystal display device according to Claim 1, wherein the backlight emits a flash of light over the full screen every one frame period in synchronization with a vertical synchronizing signal supplied to the liquid crystal display panel.

3. (Previously presented) The liquid crystal display device according to Claim 1, wherein the backlight is operated so that multiple luminous sections are activated, one to the next, scan-wise in synchronization with vertical and horizontal synchronizing signals supplied to the liquid crystal display panel.

4. (Previously presented) The liquid crystal display device according to Claim 1, wherein the luminous intensity of the backlight is varied in accordance with the illumination duration of the backlight.

5. (Currently amended) The liquid crystal display device according to Claim 1, wherein the gray scale levels of the input image signal are varied ~~in accordance with~~ depending on the illumination duration of the backlight such that a relationship between the input image signal and the display brightness is held constant.

6. (Currently amended) The liquid crystal display device according to Claim 1, wherein gray scale voltages applied to the liquid crystal display panel in response to the input image signal are varied ~~in accordance with~~ depending on the illumination duration of the backlight such that a relationship between the input image signal and the display brightness is held constant.

7. (Currently amended) The liquid crystal display device according to Claim 1, wherein the frame frequency of the input image signal is varied based on the ~~type of the content~~ detected genre of the image.

8. (Currently amended) The liquid crystal display device according to Claim 1, wherein the ~~type of the content of the image is detected based on~~ electronic program information is included in program guide information included in broadcast data.

9. (Currently amended) The liquid crystal display device according to Claim 1, wherein the ~~type of the content of the image is detected based on~~ electronic program information is included in contents information obtained from external media.

10. (Currently amended) The liquid crystal display device according to Claim 1, wherein the ~~type of the content of the image is detected~~ electronic program information is based on video source select command information input by the user.

11. (Currently amended) A liquid crystal display device ~~wherein an image signal to be displayed and a black display signal are written into a liquid crystal display panel within one frame period~~, comprising:

a section ~~for detecting~~ that detects ~~a type of content~~ genre of ~~the~~ an image to be displayed on a liquid crystal display panel, based on information other than an image signal to be displayed, the genre being based on a classification defined in electronic program information;

a section that stores a plurality of predetermined illumination durations which respectively correspond to possible genres of an image; and

a section ~~for~~ that variably ~~controlling~~ controls the duration in which a black display signal is supplied to the liquid crystal display panel based on the detected ~~type of the content~~ genre of the image according to the stored illumination duration which corresponds to the detected genre of the image,

wherein the image signal to be displayed and the black display signal are written into the liquid crystal display panel within one frame period.

12. (Original) The liquid crystal display device according to Claim 11, wherein the luminous intensity of the backlight that illuminates the liquid crystal display panel is varied in accordance with the application duration of the black display signal.

13. (Currently amended) The liquid crystal display device according to Claim 11, wherein the gray scale levels of the input image signal are varied ~~in accordance with~~ depending on the application duration of the black display signal such that a relationship between the input image signal and the display brightness is held constant.

14. (Currently amended) The liquid crystal display device according to Claim 11, wherein the gray scale voltages applied to the liquid crystal display panel in response to the input image signal are varied ~~in accordance with~~ depending on the application duration of the black display signal such that a relationship between the input image signal and the display brightness is held constant.

15. (Currently amended) The liquid crystal display device according to Claim 11, wherein the ~~type of the content of the image is detected based on~~ electronic program information is included in electronic program guide information included in broadcast data.

16. (Currently amended) The liquid crystal display device according to Claim 11, wherein the ~~type of the content of the image is detected based on the~~ electronic program information is included in contents information obtained from external media.

17. (Currently amended) The liquid crystal display device according to Claim 11, wherein the ~~type of the content of the image is detected~~ electronic program information is based on video source select command information input by the user.

18. (Currently amended) A liquid crystal display device ~~wherein display duration of an image signal and non-display duration are provided in one frame period~~, comprising:

a section ~~for detecting~~ that detects a ~~type of content~~ genre of an image to be displayed on a liquid crystal display panel, based on information other than an image signal to be displayed, the genre being based on a classification defined in electronic program information;

a section that stores a plurality of predetermined illumination durations which respectively correspond to possible genres of an image; and

a section ~~for~~ that variably ~~controlling~~ controls a ratio of display duration of the image signal in ~~the~~ one frame period, based on the detected ~~type of the content~~ genre of the image according to the stored illumination duration which corresponds to the detected genre of the image,

wherein display duration of the image signal and non-display duration are provided in the one frame period.

19. (Currently amended) The liquid crystal display device according to Claim 18, wherein the gray scale levels of the input image signal are varied ~~in accordance with~~ depending

on the ratio of the display duration of the image signal in the one frame period such that a relationship between the input image signal and the display brightness is held constant.

20. (Currently amended) The liquid crystal display device according to Claim 18, wherein gray scale voltages applied to the liquid crystal display panel in response to the input image signal are varied ~~in accordance with~~ depending on the ratio of the display duration of the image signal in the one frame period such that a relationship between the input image signal and the display brightness is held constant.

21. (Currently amended) The liquid crystal display device according to Claim 18, wherein the ~~type of content of the image is detected based on~~ electronic program information is included in electronic program ~~guid~~ guide information included in broadcast data.

22. (Currently amended) The liquid crystal display device according to Claim 18, wherein the ~~type of the content of the image is detected based on the~~ electronic program information is included in contents information obtained from external media.

23. (Currently amended) The liquid crystal display device according to Claim 18, wherein the ~~type of the content of the image is detected~~ electronic program information is based on video source select command information input by the user.

24. – 33. (Cancelled)

34. (Currently amended) The liquid crystal display device according to Claim ~~33~~ 35, wherein the luminous intensity of a backlight that illuminates the liquid crystal display panel is varied in accordance with the application duration of the black display signal.

35. (Currently amended) ~~The~~ A liquid crystal display device ~~according to Claim 33,~~ comprising:

a section that detects a user's instructional input; and

a section that variably controls the duration in which a black display signal is supplied to a liquid crystal display panel based on the user's instructional input,

wherein

the image signal to be displayed and the black display signal are written into the liquid crystal display panel within one frame period, and

the gray scale levels of the input image signal are varied ~~in accordance with~~ depending on the application duration of the black display signal such that a relationship between the input image signal and the display brightness is held constant.

36. (Currently amended) ~~The~~ A liquid crystal display device ~~according to Claim 33,~~ comprising:

a section that detects a user's instructional input; and

a section that variably controls the duration in which a black display signal is supplied to a liquid crystal display panel based on the user's instructional input,

wherein

the image signal to be displayed and the black display signal are written into the liquid crystal display panel within one frame period, and

gray scale voltages applied to the liquid crystal display panel in response to the input image signal are varied ~~in accordance with~~ depending on the application duration of the black display signal such that a relationship between the input image signal and the display brightness is held constant.

37. (Currently amended) The liquid crystal display device according to Claim ~~33~~ 35, wherein the application duration of the black display signal is varied based on video source select command information input by the user.

38. (Currently amended) The liquid crystal display device according to Claim ~~33~~ 35, wherein the application duration of the black display signal is varied based on video adjustment command information input by the user.

39. (Cancelled)

40. (Currently amended) ~~The~~ A liquid crystal display device ~~according to Claim 39,~~ comprising:

a section that detects a user's instructional input; and

a section that variably controls the ratio of display duration of an image signal within one frame period, based on the detected user's instruction,

wherein the display duration of the image signal and non-display duration are provided in the one frame period, and

the gray scale levels of the input image signal are varied ~~in accordance with~~ depending on the ratio of the display duration of the image signal in the one frame period such that a relationship between the input image signal and the display brightness is held constant.

41. (Currently amended) ~~The~~ A liquid crystal display device ~~according to Claim 39,~~ comprising:

a section that detects a user's instructional input; and

a section that variably controls the ratio of display duration of an image signal within one frame period, based on the detected user's instruction,

wherein the display duration of the image signal and non-display duration are provided in the one frame period, and

gray scale voltages applied to the liquid crystal display panel in response to the input image signal are varied ~~in accordance with~~ depending on the ratio of the display duration of the image signal in the one frame period such that a relationship between the input image signal and the display brightness is held constant.

42. (Currently amended) The liquid crystal display device according to Claim ~~39~~ 40, wherein the ratio of the display duration of the image signal in the one frame period is varied based on video source select command information input by the user.

43. (Currently amended) The liquid crystal display device according to Claim ~~39~~ 40, wherein the ratio of the display duration of the image signal in the one frame period is varied based on video adjustment command information input by the user.

44. (New) The liquid crystal display device according to Claim 36, wherein the luminous intensity of a backlight that illuminates the liquid crystal display panel is varied in accordance with the application duration of the black display signal.

45. (New) The liquid crystal display device according to Claim 36, wherein the application duration of the black display signal is varied based on video source select command information input by the user.

46. (New) The liquid crystal display device according to Claim 36, wherein the application duration of the black display signal is varied based on video adjustment command information input by the user.

47. (New) The liquid crystal display device according to Claim 41, wherein the ratio of the display duration of the image signal in the one frame period is varied based on video source select command information input by the user.

48. (New) The liquid crystal display device according to Claim 41, wherein the ratio of the display duration of the image signal in the one frame period is varied based on video adjustment command information input by the user.